JOURNAL of PUBLIC DIPLOMACY

The Korean Association for Public Diplomacy

Volume. 5 No. 1

Spring-Summer 2025



Journal of Public Diplomacy Vol. 5, No. 1

Editor-in-Chief

Kyung Sun Lee Zayed University, United Arab Emirates

Zhao Alexandre Huang Université Gustave Eiffel, France

Associate Editors

Efe Sevin Towson University, United States of America

Lisa Tam Queensland University of Technology, Australia

Rui Wang Communication University of China, China

Vanessa Bravo Elon University, United States of America

Book Review Editor

Eriks Varpahovskis National Research University Higher School of Economics, Russia

Managing Editor

Sara Fisher Ewha Womans University, Republic of Korea

Address	1006, International Education Building 52, Ewhayeodae-gil, Seodaemun-gu, Seoul, Korea
Publisher	The Korean Association for Public Diplomacy (KAPD)
Published	on March 31 2025

Contents

Vol. 5 · No. 1 · Spring-Summer 2025

Original Article

Dr. Eugenia V. Zhuravleva

Uncovering Changes in the Diplomacy Strategies of the United States,	
	the United Kingdom, and China in Kenya1
	Daniel Oloo Ong'ong'a
l	China's Documentary Diplomacy in Latin America: a win-win approach?23
	Pablo Sebastian Morales · Paulo Menechelli
l	The Negative Framing of China's Public Diplomacy: The Case of Foreign Policy
	in the Early Phase of COVID-19 46
	Alfredo Zeli
D.	aak Daviaw
B	bok Review
l	Zubair, B. (2023) Chinese Soft Power and Public Diplomacy in the United States.
	First edition. Singapore: Springer Nature Singapore Pte Ltd68